Digital Story

Students can choose to present a digital story to meet the project presentation requirement for their MPH Capstone. A Digital Story shall convey the student’s personal reflection of their learning experience. The digital story must be a compelling, brief 2-3 minute video story that includes still images, video, voice over narrative, and music and/or other sound effects.

Specific guidelines for the Digital Story presentation include the following:

1) Digital story must be 2-3 minutes or less in length
2) The digital story must include still images, voice over narrative (told in the first person), music and/or other sound effects. The use of video is optional.
3) The digital story should serve as a succinct, creative and memorable expression of the student’s individual learning journey and what it meant to the student.
4) Digital story content must include the following:
   • Title screen: Include the title of the project and the name of creator (student)
   • Clear introduction of project’s purpose/theme
   • Supporting information that contributes to understanding the project’s main ideas
   • At least one compelling “take away” from the learning experience/project
   • Reference screen: All images/music/sources used in the digital story must be cited using APA or AMA format.
5) Following production, students shall export their final digital story in one of the following application formats listed below.
   • You Tube [https://www.youtube.com/](https://www.youtube.com/)
   • Microsoft Photo Story 3 Windows Moviemaker [http://download.cnet.com/Photo-Story-3-for-Windows/3000-12511_4-10339154.html](http://download.cnet.com/Photo-Story-3-for-Windows/3000-12511_4-10339154.html)

Evaluation

The Digital Story will be evaluated on a “criteria met/unmet” basis by the capstone committee and/or the MPH Program on the following:

• The nature of the project, including topic and purpose is clear.
• All required elements are included in the digital story:
• Correct and comprehensive citation of images/music/sources using APA or AMA format is included
• The story is creatively and meaningfully conveyed leaving an impactful and lasting message to the audience
• The digital story is well organized and presented within the time of 2-3 minutes or less.
Tips and Resources for creating a Memorable Digital Story

Digital storytelling is a creative way to convey a powerful and expressive story about your field work and capstone project.

Elements of Digital Storytelling
Adapted from: Center for Digital Storytelling

Digital stories take many forms and allows for creativity of the storyteller. The Center for Digital Storytelling describes seven essential elements that should be contained within a digital story. Following is a listing of the elements and some helpful questions to ask yourself as you develop your digital story.

1. **Point of View**  What is the main idea or premise of this story? What perspective does the author take?
2. **A Dramatic Question**  How can I engage my viewers by introducing a question that will be answered by the end of the video?
3. **Emotional Content**  Is there a powerful statement that I can make that will pull my viewers in emotionally?
4. **The Gift of Your Voice**  How can I convey genuineness by using my own voice?
5. **The Power of the Soundtrack**  Are there corresponding sounds that I can use to match or enhance my story?
6. **Economy**  How can I provide enough context to my story to maintain interest while keeping it brief?
7. **Pacing**  What is the appropriate tempo to match my story?

As you create and design your digital story consider these questions:
- How was I impacted by my project and learning experience?
- What was the most important take away for me?
- How can I express what this project and learning journey meant to me succinctly and memorably?
- How can I deliver information about how this project or experience has shaped me into the public health practitioner I want to be or will be?
- Can I creatively convey how my project will impact the community it involved? What kind of impact will this project have on public health?

Planning:
A successful digital story relies on creating a solid narrative structure and image track. Thoughtful planning and specific mapping of your story is critical.

The Educational Uses of Digital Storytelling Website at the University of Houston is an excellent resource. Robin, B. (2015) [http://digitalstorytelling.coe.uh.edu](http://digitalstorytelling.coe.uh.edu)

Samantha Morra details eight steps in the digital storytelling process [http://digitalstorytelling.coe.uh.edu/page.cfm?id=23&cid=23](http://digitalstorytelling.coe.uh.edu/page.cfm?id=23&cid=23)

1. Start with an Idea
2. Research/Explore/Learn
3. **Write/Script**
4. **Storyboard/Plan**
   a. Excellent tools and templates to create your Storyboard
      [http://digitalstorytelling.coe.uh.edu/page.cfm?id=23&cid=23&sublinkid=37](http://digitalstorytelling.coe.uh.edu/page.cfm?id=23&cid=23&sublinkid=37)
5. **Gather and Create Images, Audio and Video**
6. **Put It All Together**
7. **Share**
8. **Reflection and Feedback**

**Citation:**
Digital Stories require close attention to citation; giving credit to the source and allowing the viewer to locate the original source. All images/music/sources used in the digital story must be cited using APA or AMA format. See the Copyright guidelines for Digital Media Assignments at the University of Wisconsin–Madison, Library website [http://researchguides.library.wisc.edu/copyrightfordigitalmedia](http://researchguides.library.wisc.edu/copyrightfordigitalmedia)

Copyright for Digital Media Assignments, see complete menu for all resources including:
- What is Copyright?
- Music
- Images
- Video
- Blogs
- Citations
- Permissions
- For Instructors

Permissions for personal photos are not characterized by Fair Use. Reference University Communications and the campus photography policy and the "Permissions/Model Release" section [http://universityrelations.wisc.edu/policies-and-guidelines/photo-guidelines/](http://universityrelations.wisc.edu/policies-and-guidelines/photo-guidelines/)

**Examples of Digital Stories and Additional Resources:**

*Design Lab is a Smart Media resource located at Helen C. White on the University of Wisconsin–Madison campus.* Site includes tips and examples [http://designlab.wisc.edu/digital-storytelling](http://designlab.wisc.edu/digital-storytelling)


a. Detailed tutorial for Photo Story 3
   [http://digitalstorytelling.coe.uh.edu/page.cfm?id=23&cid=23&sublinkid=89](http://digitalstorytelling.coe.uh.edu/page.cfm?id=23&cid=23&sublinkid=89)

b. Popular Web 2.0 resources on digital storytelling and related technology tools and techniques. Helpful sites can be found at
   [http://digitalstorytelling.coe.uh.edu/page.cfm?id=27&cid=27&sublinkid=75](http://digitalstorytelling.coe.uh.edu/page.cfm?id=27&cid=27&sublinkid=75)

c. Digital Story Examples
   University of Wisconsin – Madison MPH website
   [http://mph.wisc.edu/mph/capstone](http://mph.wisc.edu/mph/capstone)
   University of Houston
   [http://digitalstorytelling.coe.uh.edu/example_stories.cfm?otherid=featured](http://digitalstorytelling.coe.uh.edu/example_stories.cfm?otherid=featured)

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